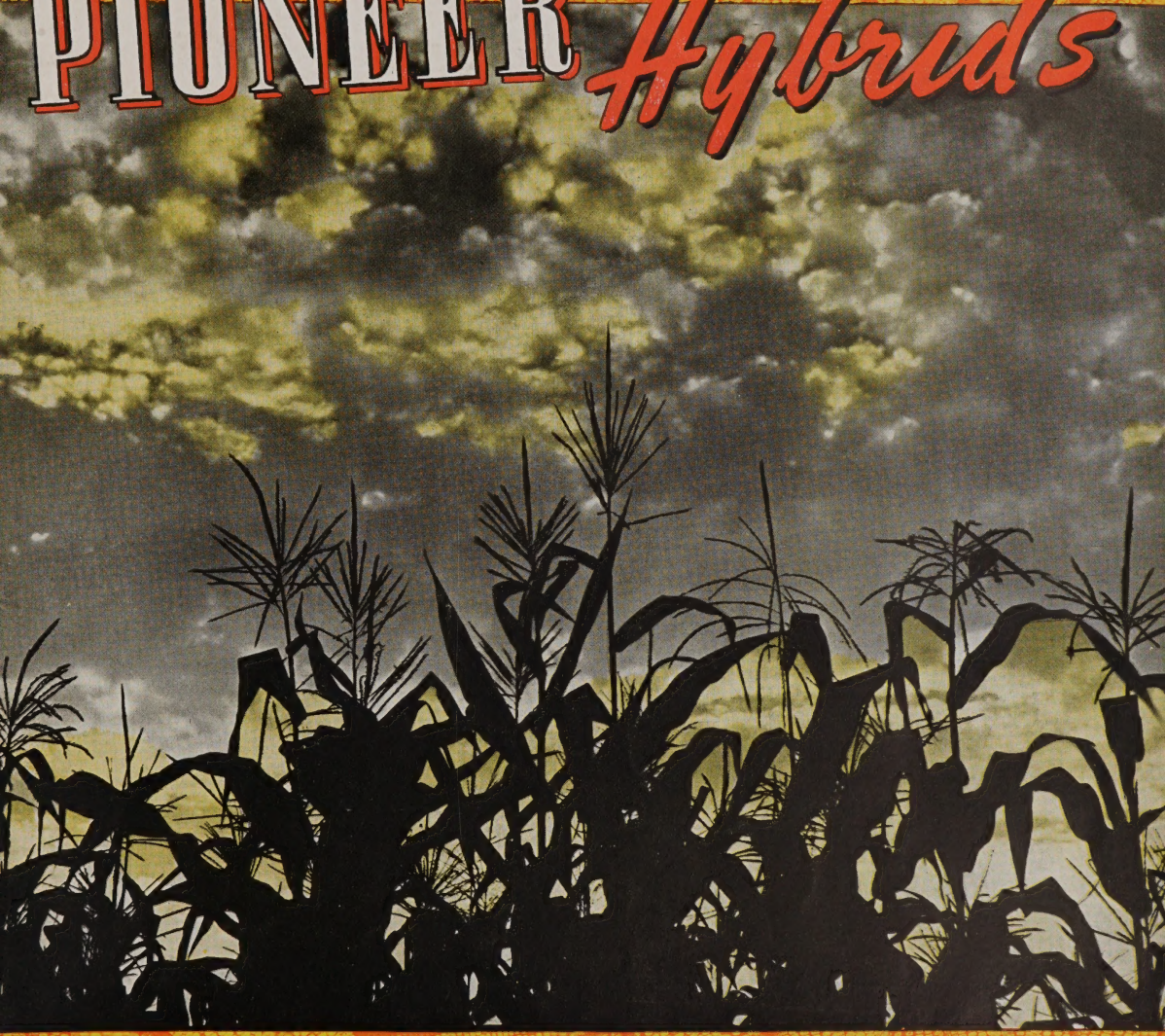
PIONEER *Hybrids*



for 1942

THE CORN OF PLENTY

PIONEER HYBRID SEED CORN

1 BRED by expert corn breeders

● Behind Pioneer hybrid seed corn stands a vast breeding program—built up through 28 years of hybrid corn breeding experience. This year alone, Pioneer corn breeders hand-pollinated 350,000 plants, made 1,100 new double-cross hybrids, worked with 400 inbreds.

2 TESTED before you get it

● Pioneer corn is pre-tested for maturity, yield and standability. You get only the best hybrids—selected from thousands of tested varieties. Pioneer breeders, this year, observed for visible characteristics and tested for general performance about 3,000 experimental hybrids—in addition to the 1,100 crosses mentioned previously—in 150 special hand-planted trial plots.

3 DETASSELED 12 to 18 times

● Pioneer seedsmen inspect their seed-fields for tassels every day during pollinating season. Every seed field is detasseled from 12 to 18 different times—not just six or seven times. This extra detasseling care means purer seed, added vigor and increased yields for Pioneer customers.

4 INSPECTED ear-by-ear

● At processing time, hand-sorters examine and re-examine every seed ear that comes from the seed fields. They shell off kernels that won't grow—remove scuffed and cracked grain—throw out chaffy and other undesirable ears. Stronger germination, better stands and higher yields result from these strict inspections.

Select the Right PIONEER Hybrids FOR YOUR GROWING CONDITIONS

PIONEER CORN IS RECOMMENDED ONLY IN ADAPTED AREAS

● Hybrid corn must be adapted to your growing season to yield the best results. Therefore, make certain you plant hybrids that have been bred and properly tested for your growing conditions.

Pioneer hybrids are thoroughly tested for maturity—are recommended only in maturity areas where they produce profitable harvests—where they take advantage of the full growing season, yet ripen ahead of the average first crop-damaging freeze.

Ask your local Pioneer representative to recommend hybrids best suited to your local soil and weather conditions.

WHAT HAPPENS WHEN YOU PLANT CORN THAT MATURES TOO LATE OR TOO EARLY

● Late corn grown in the northern corn belt and in north central Iowa contains more moisture at harvest time than adapted varieties. Therefore it usually makes more bulk. But after it dries out in the crib, it loses much, if not all, of this extra bulk—and sometimes spoils before it dries out. In years of short seasons it often fails to mature, remains soft, gets damaged by early frost—becomes unfit for cribbing, sealing, marketing or feeding.

Early corn raised too far south does not take advantage of the entire growing season. Unless planted late, it usually dries out too quickly, becomes hard and flinty, fails to make a full yield.

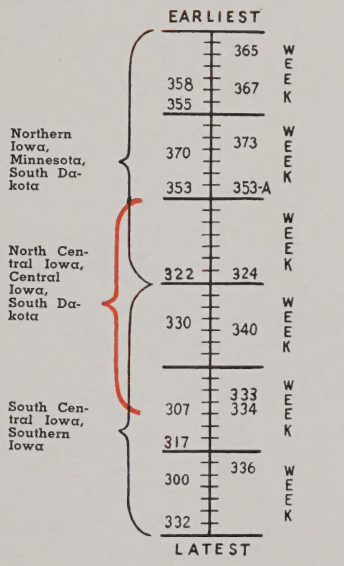
HOW PIONEER HYBRIDS ARE LISTED IN THIS BOOKLET

● Pioneer hybrids appear in this booklet in their order of average maturity—northern varieties are listed first, with later hybrids following.

Maps showing maturity belts appear on every page. The maturity of each hybrid is compared with that of one of the older better-known Pioneer varieties. For instance, Pioneer 353, listed on page 6, is described as maturing about a week earlier than Pioneer 322.

Look On These Pages For Adapted Hybrids

MATURITY DIFFERENCES BY DAYS



BASED ON NORMAL WEATHER AND SOIL

● Under normal temperature, rainfall, and soil fertility, this table is reasonably accurate. However, abnormal weather conditions and various ranges of soil fertility will vary these differences.

THIS BOOKLET FOR IOWA, MINNESOTA, AND SOUTH DAKOTA ONLY

For booklets giving records and descriptions of Pioneer hybrids recommended in other states, write to Pioneer Hi-Bred Corn Company, Des Moines, Iowa.

New! PIONEER 358

SAME MATURITY AS 355

Single-Eared • Medium-Soft Starch • Smut Resistant

- ★ Fairly Large Ears
- ★ Stiff Stalks
- ★ Shorter Shanks Than 355

QUICK MATURING, GOOD SEALING, EARLY MARKETING CORN

● An excellent hybrid for sealing and marketing in south central Minnesota, parts of extreme northern Iowa, and eastern South Dakota. It matures quickly, ripens before the average first freeze. Yields sound corn that normally seals and markets without delay. It has soft-starch kernels that will prove popular among northern feeders. Yielding and standing ability about the same as 355, but has shorter shanks and is more resistant to smut.

THESE CYLINDER-SHAPED EARS ARE EASY TO HUSK

● The ears of Pioneer 358 are cylinder-shaped, hold their width well from butt to tip, hang evenly on the stalks at a level about waist high, and husk out easily for hand pickers. The kernels contain softer starch than most northern varieties.

PIONEER 355

Dependable Veteran of Northern Corn Belt

Table 11. Varieties Grown in Fillmore County 1937, Houston County 1938 and 1939, and Winona County 1940

Variety	Yield, Bushels 1937	1938	1939	1940	Av.	Per Cent Moisture 1937	1938	Av.
GROUP I								
Pioneer Hybrid 355								27.1
Turner E4								27.3
								28.1

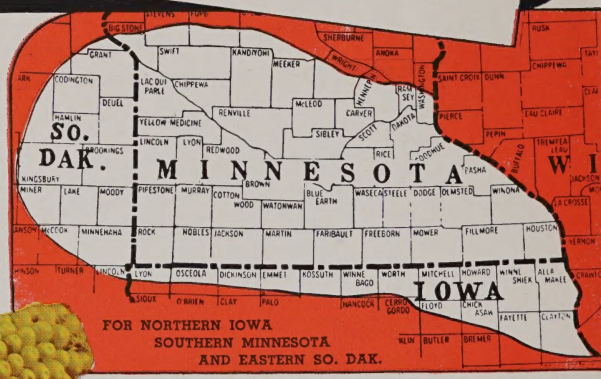
Table 10. Varieties Grown in Brown County 1937, Cottonwood County 1938, Watonwan County 1939, and Martin County 1940

Variety	Yield, Bushels 1937	1938	1939	1940	Av.	Per Cent Moisture 1937	Av.
GROUP I							
Pioneer Hi Bred 355	68.0						26.6
Minnhybrid 301							26.8
Minnhybrid							29.3

Table 9. Varieties Grown in Rock County 1937 and 1938 and Nobles County 1939 and 1940

Variety	Yield, Bushels 1937	1938	1939	1940	Av.	Per Cent Moisture 1937	1938	1939	1940	Av.
GROUP I										
Pioneer 355	54.1	80.3	106.0	67.1	76.9	34.0	20.7			
Minhybrid 301	55.1	77.1	105.1	68.7	76.3	34.4	21.1			
Turner E4	59.5	81.7	108.1	65.0	76.4	34.6	21.2			
Minhybrid 403	57.4	64.3	96.6	60.3						

TWO WEEKS EARLIER THAN 322



HOLDS HIGHEST 4-YEAR YIELD AVERAGE IN SO. MINNESOTA . . .

75.4 Bushels Per Acre

● Pioneer 355 holds the highest yield record among hybrids tested for four years (1937-40) in all three test field locations in the southern zone of the official Minnesota Corn Yield Trials. It averages 75.4 bushels per acre in the three fields, and has less moisture content than the average hybrid. It is the earliest hybrid in the official Iowa Corn Yield Test for the two, three, four, five, and six-year averages.

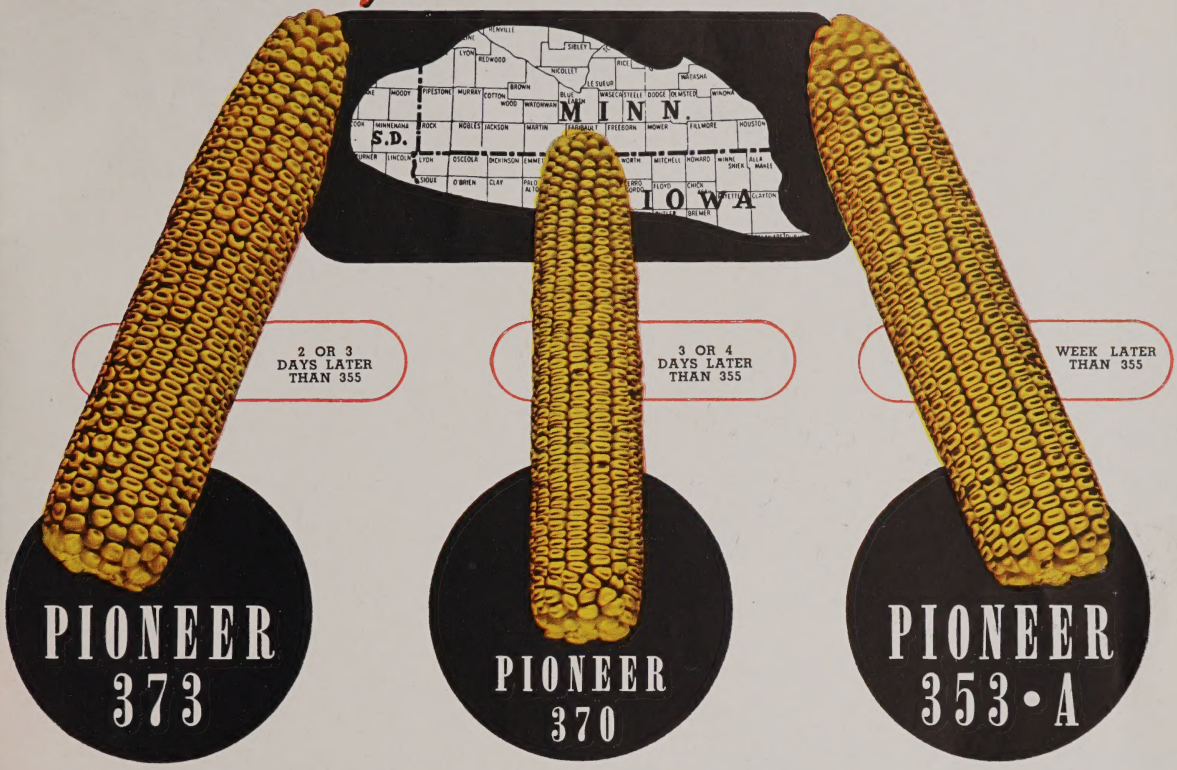
RELIABLE — PROFITABLE

● An early, dependable hybrid that comes through the ground fast, yields sound, golden ears, and stands up satisfactorily. Very profitable variety for both sealing and marketing. Normally seals without delay, markets at top grade. Usually overruns measured cribs and gives up to 15 per cent extra profit when shelled. Has deep, good quality kernels, and small cobs.

GOOD ON ALKALI AND PEAT

● Pioneer 355 is suitable for a wide range of soil types—performs very well on alkali and peat soils. Ears are fairly long, and kernels quite well dented. Good corn for hand huskers, and fair for machine pickers. May smut some in dry years. Stalks sometimes produce two ears. A practical, all-purpose hybrid for the northern farmer.

Four *New Hybrids* for the Northern Cornbelt



★MEDIUM-SOFT STARCH
★LONG EARS
★SINGLE EARED STALKS

EASY HUSKING CORN

● A quick-drying, early maturing variety. The long ears, borne at a convenient height on the plant, are easily grasped and husked by hand pickers. Medium length shanks hold the ears firmly on stalks, yet the ears snap off easily when husked.

STRONG ROOT SYSTEM

● This hybrid develops strong roots—does not uproot easily in windstorms. Ordinarily, its stalks are stiff and stand up excellently, but when grown in soil with high nitrogen content, it may show a tendency to stalk-break in late fall.

HIGH YIELDING

● In spite of its earliness, Pioneer 373 is a high yielder. In the official 1940 Minnesota Corn Yield Trials, it placed first in yield among hybrids classified under Group IV in the Chippewa and Pope County fields, and first among hybrids classified in Group III in the Lincoln County field.

UNIFORM PLANTS AND EARS

● A beautiful hybrid in the field. The plants all look alike, ears all hang evenly, run true to type, and measure about the same length. Its well-rooted stalks stand up stiff and straight. A few of the plants tend to develop two ears. Kernels are medium hard. This variety is only fair in drought resistance.

HIGH YIELD RECORD

● Pioneer 370 produces a very high yield. It made the highest yield among Group I hybrids (early corn) in the 1940 Minnesota Corn Yield Trials, yielding 88.6 bushels per acre. It placed first in the Nicollet and Winona County fields in Group I, and first in Lincoln County in Group II (adapted corn). It is recommended chiefly for southeast Minnesota and northeast Iowa.

PIONEER 367

SAME MATURITY AS 355

NEW, EXTRA HIGH YIELDING, EARLY HYBRID

● One of the highest yielding hybrids tested in Minnesota during the last two years by Pioneer corn breeders. It outyielded all other varieties in its maturity range. Has strong roots, stiff stalks, excellent ear dropping resistance. Some stalks produce two ears. Texture of ears and kernel starch a little harder than Pioneer 355.

BIG ATTRACTIVE EARS — HIGH YIELD

● A hybrid for the northern corn belt farmer who wants large ears, medium-soft starch kernels, attractive ear appearance, single eared stalks, and a high yield of good quality grain. Has strong shanks that resist ear dropping. Makes good "machine picker" corn. A variety quite similar to Pioneer 353 in maturity and general characteristics, but produces ears that average slightly larger, and carries them a trifle higher on the stalk.

FIBROUS ROOTS — RIGID STALKS — RESISTANT TO DROUGHT

● Pioneer 353A stands up exceptionally well in the northern corn belt — comes through wind storms when many hybrids are swept to the ground. It resists uprooting, stalk-breaking, and drought. Long, fibrous roots brace its strong, rigid stalks and reach deeply into the soil for extra moisture and plant food during drought conditions. Well adapted to areas often stricken with moisture shortage.

PIONEER 353

WEEK EARLIER THAN 322

Yields and Stands Like Corn that Matures a Week Later

★ High Yield
★ Excellent Standing Ability
★ Early Maturity

● Corn growers of the northern corn belt have always faced the problem of either planting early corn and sacrificing high yield or planting late, high yielding corn and running the risk of getting soft, immature corn.

Pioneer 353, when grown in its recommended area, meets this problem. This one superior hybrid combines three important qualities: early maturity, extra high yield and excellent standing ability. Its deep kernels and small cobs dry quickly in the fall, become ripe and ready for the crib when harvest season starts. Its yield records in Pioneer tests and in the 1940 Minnesota Corn Yield Trials show that it averages as much or more yield than hybrids maturing a week later.

★ ONE EAR PER STALK
★ MEDIUM-SOFT STARCH
★ EASY TO HUSK

● Pioneer 353 produces one ear per stalk. Ears are medium-long, cylinder-shaped, carry their width well to the tip. Kernels are well-dented, contain medium-soft starch. Grows exceptionally strong roots and stiff stalks—stands up when most varieties go down. Adapted for either machine picking or hand husking. Strong shanks resists ear dropping, but ears break easily in the husker's hands.

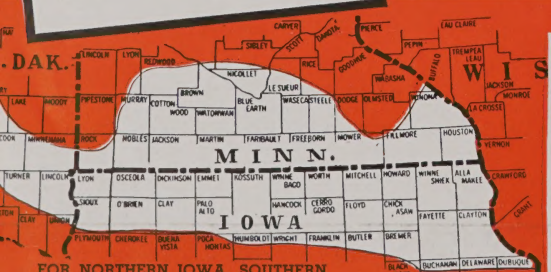
HIGHEST YIELDING CORN IN OFFICIAL 1940 MINNESOTA CORN YIELD TRIALS — 91.1 BUSHELS PER ACRE

● Pioneer 353 produced the highest yield—91.1 bushels per acre—among all corns tested by the University of Minnesota in the 1940 Minnesota Corn Yield Trials. This record was made in the Winona County test field. (See Minnesota University Bulletin No. 75)

FIRST IN WINONA, NOBLES, MOWER COUNTY FIELDS

● Among hybrids in Group II (adapted corn), this high yielding corn ranked first in yield in the Winona, Nobles and Mower County test fields with records of 91.1, 74.2 and 61.6 bushels per acre respectively. In Group I (early corn), it ranked third in Nicollet County and fourth in Martin County with yields of 81.3 and 67.7 bushels per acre.

The Agricultural Extension Division of the University of Minnesota planted the test fields, determined yields, and released results.



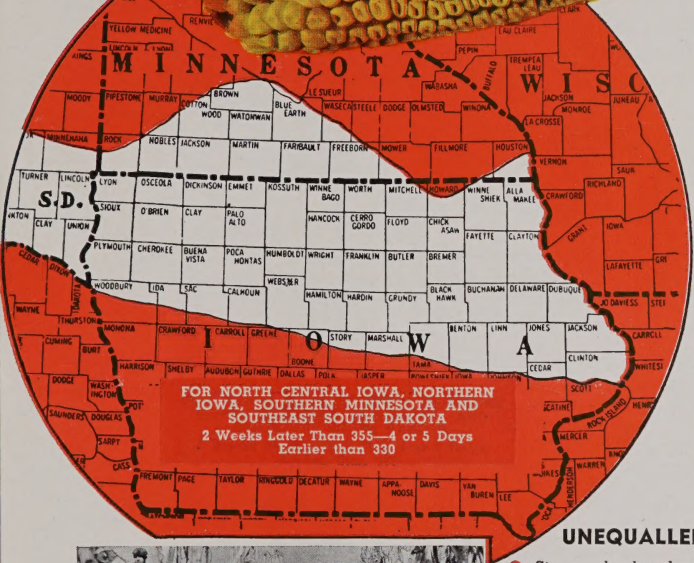
FOR NORTHERN IOWA, SOUTHERN MINNESOTA, AND SOUTH DAKOTA

HIGH YIELD, EXCELLENT STANDING ABILITY, EARLY MATURING

PIONEER 322

First in Dependability—First in Long-time Records in Northern and North Central Sections of Official Iowa Corn Yield Test

GOOD FEEDING CORN
MEDIUM SOFT STARCH GRAIN



HIGHEST YIELD, LOWEST LODGING PER CENT IN NORTHERN SECTION

5-Year Average

● Here's what the Iowa Agricultural Experiment Station says about Pioneer 322 in the 1940 Iowa Corn Yield Test Report (Bulletin P19):

"Pioneer 322 has the highest yield for 5 years and stands near the top for the 4, 3 and 2-year period in this section (Northern Iowa). This hybrid has the lowest percentage of lodged plants of any hybrid entered in the Northern Section for 5, 4, 3 or 2 years."

Pioneer 322 also holds the highest yield ever produced in the Minnesota Corn Yield Trials—121 bushels per acre, made in 1939.

4 "FIRSTS" IN NORTH CENTRAL SECTION

5-Year Average

● In the 5-year results of the official Iowa Corn Yield Test, in North Central Section, Pioneer 322 ranks *first* for yield, *first* for lodging resistance, *first* for resistance to ear dropping, and *first* for resistance against damaged grain.

UNEQUALLED FOR RESISTANCE TO EAR DROPPING

● Strong, slender shanks hold Pioneer 322 ears on the stalk. Among all hybrids tested in Northern Iowa for 5 years and for 4 years, Pioneer 322 is unequalled for resistance to ear dropping. In the 3-year results, only one other hybrid (also Pioneer corn) equals its record. In the 2-year results, only two other hybrids are as good and both average approximately 10 bushels per acre less in yield.

Picks "Clean" With Machine ALL DAY

● Pioneer 322 is ideal for both machine pickers and hand huskers. It picks clean with mechanical pickers all day, even in afternoons after husks have dried out. And it breaks easy for hand huskers.

MEDIUM-SOFT KERNELS — HIGH SHELLING PERCENTAGE RESISTS SMUT AND DROUGHT

● The ears run medium in length, are well dented, contain medium-soft starch, have deep kernels, small cobs. Generally overruns measured cribs 5 to 15 per cent when shelled. Resists smut excellently. Thrives well under drought conditions, its long, hardy roots reaching deep into the ground for needed moisture. A hybrid that yields more corn than its field appearance indicates. Farmers report they "don't know where all the corn comes from" when they harvest Pioneer 322. A dependable, general purpose corn that delivers crop satisfaction and profit year after year.

FED TO INTERNATIONAL "GRAND CHAMPIONS" POPULAR AS FEEDING CORN

● This hybrid is popular as feeding corn throughout the upper half of Iowa. Among the feeders who use Pioneer 322 are the Schmidt Bros., of Delmar, Iowa, whose carlot entries of Angus cattle have won "Grand Champion" awards at the International Livestock Exposition three times in the last four years (1937, '39, '40).

All carlots of steers exhibited by these aggressive feeders of show and market cattle are fed out and finished on Pioneer 322 and other Pioneer hybrids.

PIONEER 324

GOOD MARKETING AND SEALING CORN

- ★ One Ear Per Stalk
- ★ Cylinder-Shaped Ears
- ★ Less Shelling in Field With Corn Picker
- ★ Same Maturity as 322

First in Yield...

Among Adapted Hybrids in 1940 Yield Test by North Iowa Agricultural Extension Association

OUTYIELDED AVERAGE HYBRID 7 BUSHELS PER ACRE

Pioneer Corn First in Yield

KANAWHA, IA.—Among hybrid corn varieties adapted to north central Iowa, Pioneer 324 ranked first in the 1940 yield test conducted by the North Iowa Agricultural Experiment association.

The Pioneer hybrid yielded 78.4 bushels per acre and had a moisture content of 22.4 per cent.

Corn Day.

Yield results were announced by Dr. C. S. Reddy, Iowa State college extension plant pathologist, at the annual "Corn Day" of the association here.

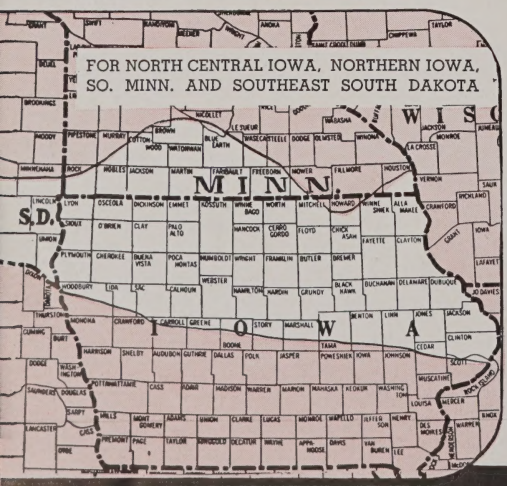
● Pioneer 324 produced the highest yield among adapted varieties in the 1940 yield test conducted by the North Iowa Agricultural Experiment Association, at Kanawha, Iowa, in Hancock County. Forty-nine varieties were tested. Pioneer 324 yielded 78.4 bushels per acre—7 bushels per acre more than the average commercial hybrid—and held the same moisture content as the average commercial hybrid.

AVERAGED 3.8 BUSHELS PER ACRE *MORE* IN NORTHERN SECTION

● In the Northern Section of the Official 1940 Iowa Corn Yield Test, 324 outyielded the average hybrid 3.8 bushels per acre, showed only 1.4 per cent more moisture. In the North Central Section, it outyielded the average hybrid and contained less moisture.

PRODUCES ATTRACTIVE CORN — HEAVY, SOLID EARS

● This hybrid produces attractive plants and heavy, solid ears. Gives your fields a dressy, uniform appearance . . . the stalks all look alike, grow about the same size, stand up exceptionally well. Ears hang evenly, about waist high. Kernels have a dimple-dent, contain medium hard starch, are deep, sound in quality, have high shelling percentage, market at top grade. A good sealing corn in North Central Iowa and Southeast South Dakota. It "keeps" well in the crib when later corns are apt to spoil. May mature a little late in extreme northern Iowa and Minnesota in years of short seasons.



PIONEER 340

FOR CENTRAL IOWA — HIGH YIELDING — SAME MATURITY AS 330

● A new high yielding corn for central Iowa. Grows dark green stalks and leaves. Produces one ear to a stalk—yields good quality ears with well dented, moderately rough, medium-soft starch kernels. Long husks protect ear tips from grain damage. Has fairly low ear height. Resists lodging—has good roots, strong stalks. Good hand picking corn. Ears hang medium-low on the plants—are handy to husk by hand—snap off easily for the husker. A smut resistant cross. Holds high yield records in Pioneer tests conducted in North Central Iowa.

PIONEER 330

4 OR 5 DAYS LATER THAN 322 — WEEK EARLIER THAN 307

★ Uniform Plant Type
★ Uniform Ear Height
★ Uniform Ear Appearance

ROUGH EARS—SOFT-STARCH KERNELS—SINGLE EARED STALKS

One of the most popular varieties on the market. Farmers who like the old Reids Yellow Dent type of ear like Pioneer 330 ears. It is a uniform, rough eared hybrid with soft-starch, good quality kernels and single eared stalks. Its extreme plant uniformity and even ear height present a striking appearance in the field. Short shanks, placed low on the stalks, hold the ears in a straight line down the rows. It occasionally stalk-breaks in mid-summer while still growing, but after this brief period, it goes on to develop very sturdy stalks—and stands rigidly for the remainder of the season.

OUTSTANDING FOR HAND HUSKERS AND MECHANICAL PICKERS

During October, autumn winds usually strip the 330 stalks of their leaves, leaving the ears plainly visible to hand huskers. This speeds up husking—the ears are more easily seen—more easily grasped. The absence of leaves, coupled with good standing ability, also makes 330 ideal for mechanical pickers. The elevator shaft does not clog up with leaves. The ears pick cleanly. Their cylindrical shape makes them easily gathered by snapping rolls—and helps prevent shelling in the field.

EASY TO CULTIVATE — STALKS EASY TO DISC UP

Pioneer 330 produces vigorous, fast-growing seedlings with upright leaves. These erect leaves make this variety easy to cultivate the first time over.

The 330 stalks are easy to disc up in the spring. They break up easier and plow under better than most corn stalks.

OUTYIELDS AVERAGE HYBRID 3.87 BUSHELS PER ACRE

In the 2-year averages in the North Central Section of the Iowa Corn Yield Test, Pioneer 330 outyields the average hybrid by 3.87 bushels per acre, contains slightly less moisture, *and shows 46 per cent better standing ability.*

EARS ALL LOOK ALIKE

LOW, EVEN EAR HEIGHT

LIVESTOCK LIKES ITS SOFT KERNELS

PIONEER 334

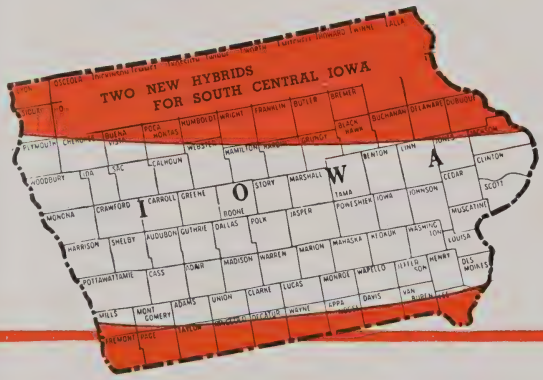
BIG, SOFT-STARCH EARS

Softer Starch, Lower, More Uniform Ear Height Than 307—Has Same Maturity

ONE EAR PER STALK FAIRLY LARGE EARS

★ Good Quality Corn—Long Husks Protect Ears —Smut, Drought Resistant—High Yielding

● A new hybrid that resembles Pioneer 307 in plant appearance and general performance, but possesses more uniformity in ear type and ear height. Produces dark green, leafy plants. Yields single eared stalks and fairly large, medium-soft starch ears. This variety bears good quality corn—has long protective husks that keep the ear tips free from excessive bird and mold damage. Resists both stalk and ear smut. A good type of corn for feeding and marketing purposes. It may show a little root lodging, otherwise it stands up about as well as 307. Pioneer yield tests reveal that it produces about the same high yield for which 307 is noted.



EASILY HARVESTED BY HAND HUSKERS AND MACHINE PICKERS

● Hand huskers and machine pickers will find Pioneer 334 easy to harvest. The medium-large ears hang evenly, are borne low on the stalks. Shanks are strong enough to hold the ears on the stalks, yet allow them to break easily in the husker's hands. Snapping rolls of machine pickers catch the corn conveniently. Excessive shelling in the field does not occur, only very few of the ears shake to the ground, and stalks seldom snap off when the corn picker hits them.

PIONEER 333

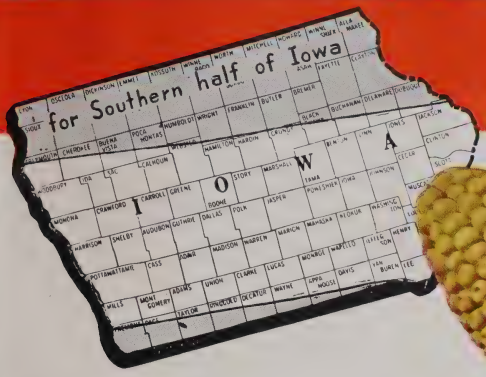
√ Superior Standing Ability
√ Uniform Ear Size
√ High Yielding

● A new rugged hybrid that resists wind and smut. Stiff stalks and strong roots feature this new south central Iowa corn.

Pioneer 333 is a high yielding strain that matches the yielding ability of 307. The ears run one-to-the-stalk, are uniform in size, cylindrical in shape, and hold their width well from butt to tip. Kernels have a medium-dent—grow deep and plump, excel in quality and weight. The ears pick easily and cleanly for hand huskers—and its standing ability and ear dropping resistance adapt it to mechanical pickers.

PIONEER 307

A High Yielding, Dependable Hybrid



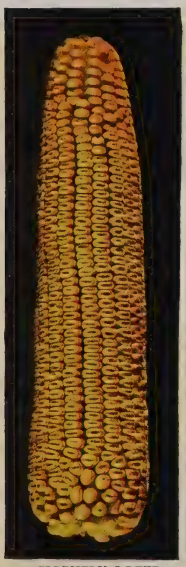
GIVES DEPENDABLE CORN CROPS

● Here's a general purpose hybrid that can "take it" when growing conditions are "tough." When you plant this reliable producer in its adapted area, you can be almost certain of a corn crop—even under bad weather conditions. It survives adverse conditions better than most varieties, grows well on most soil types. Whether you seal, sell, or feed your corn, Pioneer 307 fits profitably into your program.

Fed to 'Grand Champions'

● Schmidt Brothers, champion livestock feeders of Delmar, Iowa, raise and feed Pioneer 307, with other Pioneer hybrids. These feeders won "Grand Champion" awards with carlots of Angus steers at the International Livestock Show three times in the last four years—1937-'39-'40. Take a tip from these feeders of champion livestock—raise and feed Pioneer 307 next year.

WEEK LATER THAN 330



SLIGHTLY LATER THAN 307

PIONEER 317

LARGE, SINGLE EARS — LOW EAR HEIGHT

● A general purpose hybrid for the southern half of Iowa. Grows shorter stalks than most hybrids. Has vigorous, leafy, uniform plants. Yields one ear per stalk, carries the ears uniformly at a fairly low height. The ears are deep kerneled, heavy in weight. Long husks keep the ears protected from mold and tip damage. Resistant to both ear and stalk smut. Stands up exceptionally well, has very stiff stalks.

HOLDS HIGHEST 2-YEAR YIELD AVERAGE IN OFFICIAL IOWA TEN ACRE YIELD CONTEST

148.7 BUSHELS PER ACRE!

● Pioneer 307 holds the highest yield ever recorded in the official Iowa 10-Acre Yield Contest . . . 163.23 bushels per acre, produced in 1939. In the 1940 contest, it yielded 134.4 bushels per acre for its top record—making a two-year average of 148.7 bushels per acre. This 2-year record was made by Raymond McClure, of Poweshiek County, who planted the corn in the same field both years.

YIELDED OVER 100 BUSHELS PER ACRE IN 22 CONTEST FIELDS

● Twenty-two farmers who planted Pioneer 307 exclusively in their 1940 Iowa 10-Acre Yield Contest fields won "Master Corn Grower" medals . . . awarded to contestants whose 10-acre fields yielded over 100 bushels per acre. Eight other farmers who used 307, with other varieties, won the "100 bushel per acre" medals. The yields of Pioneer 307 ranged from 100.7 to 134.4 bushels per acre in the 22 ten-acre fields, averaging 110.7 bushels per acre. It made the highest yield in Adair, Blackhawk, Boone, Clinton, Johnson, and Wapello Counties; second highest in Jasper, Louisa and Poweshiek Counties.

★ FAIRLY SOFT KERNELS
★ GOOD "MACHINE PICKER" CORN

● Although the kernels have a rather smooth dimple dent, the starch is not hard. The kernel caps have a soft, starchy appearance. This variety is well suited for either machine picking or hand husking. It resists ear dropping, does away with constant stooping down for dropped ears at husking time. In some seasons, the ears may break hard but they husk out very clean. Its stiff upright stalks help eliminate the task of picking corn from leaning and fallen plants—aid in easier, faster machine and hand picking.

● STANDS UP WELL
● EARS MEDIUM DENTED
● OVERRUNS WHEN SHELLED

● The stalks produce fairly heavy foliage, stand up well, look impressive in the field. Some of the stalks produce two ears under favorable conditions. The ears become quite well dented, contain medium hard starch, have deep grain and small cobs. They weigh out heavily, have sound solid kernels and often overrun measured cribs as high as 15 per cent when shelled. Used by many farmers as fodder and ensilage corn.

PIONEER 300

A New Outstanding Hybrid for Southern Half of Iowa

THESE UNIFORM, CYLINDER-SHAPED EARS PICK EASY, HUSK OUT CLEAN

★ *Fairly Rough, Soft Starch Ears*

● A new variety for the southern half of Iowa. This hybrid produces medium-large, well dented, rather rough, medium-soft-starch ears. They run uniform in size and are cylindrical in shape. It grows vigorous roots and stalks, resists lodging, drought, and smut. Matures a few days later than Pioneer 307 and several days ahead of 332. Under conditions where many hybrids turn smooth and flinty in southern Iowa, Pioneer 300 gives you rough-dent corn.

★ *High Yielding*

PRODUCED 4.5 BUSHELS PER ACRE MORE THAN AVERAGE HYBRID IN 1940 IOWA TEST

● Pioneer 300 has proved itself very high yielding both in Pioneer test fields and in official State Yield Tests. In the Southern Section of the official 1940 Iowa Corn Yield Test, it outyielded the average hybrid 4.5 bushels per acre, stood up twice as well and dropped less than half as many ears. In Pioneer tests it was the most consistent yielder all over the southern corn belt.

★ *Very Easy to Husk by Hand*

● Pioneer 300 is easy to pick by hand. You can husk rapidly, cut harvest expense in a field of Pioneer 300. The ears hang to the stalks until the husker picks them. They break easily and husk out cleanly. There's practically no stooping for dropped ears and hardly any picking from lodged plants. This variety also makes excellent corn for machine pickers. The stalks stand rigidly, remain upright for the pickers. The medium large ears are easily gathered by the machine and do not shell excessively in the field.

PIONEER 332

- ★ High Yielding
- ★ Strong Roots and Stalks
- ★ Good Silage, Fodder Corn
- ★ Excellent for Machine Pickers
- ★ Husks Easily by Hand

SINGLE EARED — SOFT-STARCH KERNELS GOOD SILO, FODDER CORN

● A full season hybrid for the southern Iowa farmer. Produces one ear per stalk. Its medium size thick ears grow very uniform in size and type, have rather smooth, dimple dented, soft-starch kernels. The ears hang slightly high on the stalks but very evenly down the rows. They are solid and heavy, have deep, plump grain, and shell out well—give you more corn and less cobs per bushel. A beautiful hybrid in the field that yields a big tonnage of silage and fodder, produces a heavy growth of foliage, has wide, dark green, healthy looking leaves. Recommended for normal planting in the southern two tiers of Iowa Counties. If grown farther north, it should be planted early on your best soil.

OUTSTANDING RECORD IN 1940 IOWA CORN YIELD TEST — A PROFITABLE, ALL PURPOSE CORN

● In the Southern Section of the official 1940 Iowa Corn Yield Test, Pioneer 332 outyielded the average hybrid 2.55 bushels per acre, stood up twice as well, dropped less than half as many ears, and had only half as much seed damage. This hybrid gives dependable, all-around performance, is profitable to grow for all purposes—makes good marketing, sealing, feeding, silo, or fodder corn.

SLIGHTLY LATER
THAN 307

PIONEER 336

NEW, LONG EARED HYBRID — HIGH YIELDING

A LONG EARED, very high yielding hybrid for the southern half of Iowa. Produces one large ear per stalk. Has medium dented kernels, contains softer starch than 307 and yields good quality ears. Long husks keep down mold and grain damage at the tips of the ears. An easy husking, clean picking hybrid with ears attached on the stalks at a convenient height for husking. Has strong roots and stalks . . . stands up about like 307. May drop a few ears.

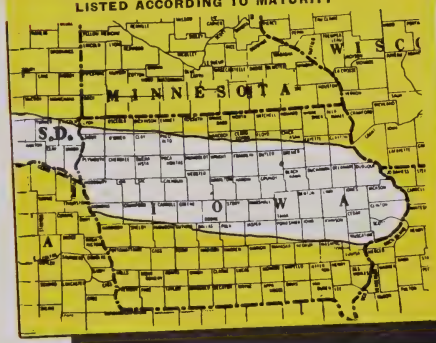
Performance Ratings of PIONEER Hybrids

BASED ON AVERAGE RESULTS FROM PIONEER TESTING FIELDS

NORTHERN CORN BELT
LISTED ACCORDING TO MATURITY

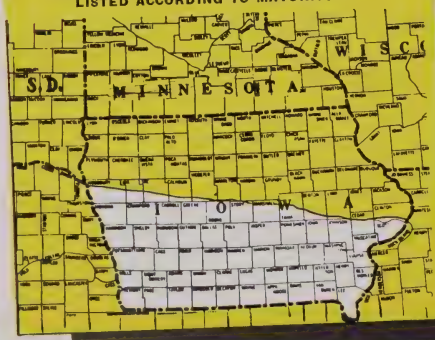
Pioneer Number	Average Bushels Yield Per Acre	Average Per Cent Moisture Oct. 15	Root Lodging Resistance Grade The Higher —The Better	Average Number Broken Stalks Per 100 Stalks	Average Number Dropped Ears Per 100 Stalks	Average Ear Height Inches
365	69 bu.	15.8%	80	4	1.3	36 in.
358	66	16.9	73	3	2.7	40
367	73	16.9	76	4	0.9	39
355	67	17.1	72	3	2.0	46
373	67	17.4	75	7	.5	48
370	73	18.0	85	2	.2	48
353	79	18.9	90	3	.5	48
353A	77	19.1	85	3	1.3	50
324	79	20.8	78	5	2.6	48
322	78	21.3	85	5	1.1	54

NORTH CENTRAL IOWA
LISTED ACCORDING TO MATURITY



Pioneer Number	Average Bushels Yield Per Acre	Average Per Cent Moisture Oct. 15	Root Lodging Resistance Grade The Higher —The Better	Average Number Broken Stalks Per 100 Stalks	Average Number Dropped Ears Per 100 Stalks	Average Ear Height Inches
353A	73 bu.	15.6%	71	4	1.5	50 in.
353	76	16.0	75	1	0.4	50
322	73	16.6	77	5	0.6	52
324	74	17.0	74	3	1.0	50
330	77	17.5	96	2	0.7	46
340	80	17.5	96	2	0.7	46
333	78	17.8	80	3	0.6	52
334	77	18.1	73	3	0.8	52
307	79	18.6	73	4	0.6	54
317	79	18.6	81	2	0.7	52

SOUTHERN HALF OF IOWA
LISTED ACCORDING TO MATURITY



Pioneer Number	Average Bushels Yield Per Acre	Average Per Cent Moisture Oct. 15	Root Lodging Resistance Grade The Higher —The Better	Average Number Broken Stalks Per 100 Stalks	Average Number Dropped Ears Per 100 Stalks	Average Ear Height Inches
330	70 bu.	15.7%	87	2	0.9	43 in.
340	70	15.7	77	1	0.2	47
333	73	16.2	96	3	0.6	51
334	72	16.2	73	3	0.5	50
307	74	16.2	80	4	0.6	53
317	75	16.7	83	2	0.6	51
336	77	16.7	74	2	0.9	56
300	78	17.0	74	3	0.6	58
332	76	18.9	76	3	0.5	62

THIS FLAP IS GUMMED, READY TO SEAL

NO ENVELOPE, NO STAMP NECESSARY

FOLD, SEAL AND MAIL

PROTECT YOURSELF

MAKE MORE CERTAIN OF GETTING YOUR 1943 PIONEER SEED

Due to the possibility of increased corn acreage in 1943, Pioneer Hybrid Seed Corn may be sold out early next fall. Moreover, crops are always uncertain and the 1942 hybrid seed crop may be short.

Therefore, to make more certain of getting the hybrids and kernel size you want, place an early reservation for your 1943 Pioneer seed supply now. Fill out and mail this reservation blank. No stamp is necessary—and no down payment is required.

RESERVATION BLANK

For 1943 Delivery

NO DOWN PAYMENT REQUIRED

TO PIONEER HI-BRED CORN CO., Date_____1942
Des Moines, Iowa.

Please reserve the following Pioneer Hybrid Seed Corn for me for 1943 planting.

If I wish to change or cancel this reservation next fall I reserve the right to do so.

I understand that early reservations will be filled in the order they are received and as long as the supply of 1942 grown Pioneer Hybrid Seed Corn lasts. Please acknowledge my reservation.

PIONEER NUMBER	BUSHELS FLAT KERNELS (Edge)			BUSHELS ROUND KERNELS (Hill)		
	Large	Medium	Small	Large	Medium	Small
	Bu.	Bu.	Bu.	Bu.	Bu.	Bu.
	Bu.	Bu.	Bu.	Bu.	Bu.	Bu.
	Bu.	Bu.	Bu.	Bu.	Bu.	Bu.

Name_____ R.F.D. No._____

Address: Town_____ State_____

Location of farm where corn is to be planted: County_____ Township_____

YOU MAY MAKE WHATEVER CHANGE YOU WISH IN ABOVE RESERVATION NEXT FALL.

YOU MAY CHANGE YOUR RESERVATION NEXT FALL

You retain the right to change or cancel this reservation next fall when the 1943 Pioneer hybrid seed corn prices are announced.

In case of seed shortage next fall, early reservations will be filled in the order received. Play safe. Fill out and mail this reservation blank now.

THIS ORDER FOR 1943 DELIVERY ONLY

This reservation blank applies only for 1943 delivery. If you want Pioneer seed for 1942 planting, see your local Pioneer representative, or write directly to the Pioneer Hi-Bred Corn Company, Des Moines, Iowa.

Postage Will Be Paid By Addressee

No Postage Stamp Necessary if Mailed in the United States

BUSINESS REPLY ENVELOPE

First Class Permit No. 842, Sec. 510, P. L. & R. Des Moines, Iowa

PIONEER HI-BRED CORN CO.

114 Eleventh Street

DES MOINES, IOWA

Important! **BEFORE SEALING**

BE SURE YOUR NAME AND ADDRESS ARE PLAINLY WRITTEN ON THE ORDER BLANK INSIDE — DON'T FORGET TO STATE THE HYBRID NUMBER, KERNEL SIZES, AND NUMBER OF BUSHELS YOU WANT.

This Replanting Agreement GIVES YOU... *Free Seed*

Pioneer Replanting Agreement for 1943

Crops depend on so many conditions beyond our control that we give no warranty on our seed or on the crop it will produce, but, if, because of cutworms, floods or any other reason, the stand of Pioneer corn is so poor that the customer discs it up and **replants to corn**, we will furnish him, free of charge, enough Pioneer seed for such replanting. All the customer needs to do is to notify in writing the Company or its sales representative through whom the seed was purchased in time to permit inspection of the field before it is disced up.

If we have no seed of suitable maturity available for replanting, we reserve the right to furnish an equal amount of Pioneer Seed free for planting the following year.

PIONEER HI-BRED CORN COMPANY
DES MOINES, IOWA

QUALITY HYBRID SEED CORN

FREE SEED! . . . if you disc up and replant to CORN any part of your Pioneer field in 1943 for any reason whatsoever.

Replanting may be due to:

1. Cutworms
2. Wireworms
3. Squirrels
4. Birds
5. Floods
6. Insects
7. Cold Weather
8. Drought
9. Mistakes in Planting
10. . . . or anything else

Save and Return Pioneer Seed Bags

Help Conserve Labor and Materials

● To help conserve labor and materials, we request you to return as many used Pioneer bags as possible. Your local Pioneer representative will pay 10 cents for each Pioneer "bushel" and "half bushel" seed bag returned to him in good condition. If you do not know the name of your Pioneer representative, ask us for this information on a card, giving the County and Township location of your farm.

Help us keep the bag factories free for the manufacture of sand bags and other defense necessities. Save and return your Pioneer seed bags.

PROTECT YOURSELF

Reserve Your 1943 Pioneer Seed Now

PIONEER SELLS OUT EARLY EACH FALL IN MANY KERNEL SIZES AND HYBRIDS

● Reserve now the varieties, kernel size, and quantity of Pioneer hybrid seed corn you think you may need in 1943. Protect yourself. Many Pioneer kernel sizes and hybrids sell out early each fall. Moreover, probable increased corn acreages in 1943 will help stimulate demand for Pioneer seed next fall and likely cause an even earlier "sell out" than usual in the popular hybrids and kernel sizes.

Select Your 1943 Pioneer Hybrids Now and Reserve Your Seed

● As so often happens, the hybrids and kernel size you want to plant next year may sell out early in the fall . . . before you have a chance to order. Protect your 1943 Pioneer seed corn supply by reserving now the particular varieties and kernel size you prefer.

IF WE HAVE A 10% INCREASE IN CORN ACREAGE IN 1943 OVER 1942 IT WILL REQUIRE . . . AN EXTRA 666,000 BUSHELS OF HYBRID SEED CORN

● To help meet an expected increased demand, Pioneer will enlarge its 1942 seed acreage . . . and some of the other producers probably plan to do the same. But due to labor and material shortages, increases in production of quality hybrid seed corn may not be in proportion to increases in commercial corn acreages.

You can cancel your Reservation if you wish

NO DOWN PAYMENT NECESSARY

MAKE more certain of getting the hybrids and the kernel size you want in 1943 . . . reserve your Pioneer hybrid seed now. No down payment is required.

Several popular hybrids and kernel sizes sold out as early as October 1st last fall. Next fall will likely produce even earlier sell outs in many hybrids and kernel sizes.

Early reservations will be filled first and in the order received. If you wish, you can change or cancel your reservation next fall after Pioneer prices are announced. Protect yourself. Reserve your 1943 Pioneer hybrid seed supply now . . . either through your local Pioneer representative or directly with the Pioneer Hi-Bred Corn Company, Des Moines, Iowa.

Summary of Characteristics

● The characteristics of the hybrids listed below are based on comparisons with the average Pioneer hybrid—not on comparisons with the average open-pollinated or competitive corns. Where a hybrid rates "Fair" for stiffness of stalk in the tables below, it might actually rate "Very Stiff", if compared with open-pollinated corn.

PIONEER	365	358	355	367	373	370	353	353A	322	324
STRENGTH OF ROOTS	VERY STRONG	STRONG	STRONG	STRONG	STRONG	VERY STRONG	VERY STRONG	VERY STRONG	VERY STRONG	STRONG
STIFFNESS OF STALK	VERY STIFF	VERY STIFF	VERY STIFF	STIFF	FAIR	VERY STIFF	VERY STIFF	VERY STIFF	STIFF	STIFF
EAR DROPPING RESISTANCE	EXCELL'T	GOOD	GOOD	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	GOOD
ADAPTATION TO HAND PICKING	GOOD	EXCELL'T	GOOD	GOOD	GOOD	EXCELL'T	GOOD	GOOD	GOOD	FAIR
ADAPTATION TO MACHINE PICKING	GOOD	GOOD	FAIR	GOOD	GOOD	GOOD	GOOD	GOOD	GOOD	GOOD
LENGTH OF SHANK	MEDIUM	MEDIUM	LONG	MEDIUM	MEDIUM	SHORT	MEDIUM	MEDIUM	SHORT	MEDIUM
EARS PER STALK	ONE	ONE	Sometimes TWO	Sometimes TWO	ONE	Sometimes TWO	ONE	ONE	Sometimes TWO	ONE
EAR HEIGHT	LOW	LOW	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM HIGH	MEDIUM HIGH	MEDIUM
LENGTH OF EARS	MEDIUM	MEDIUM	LONG	MEDIUM	LONG	MEDIUM	MEDIUM LONG	LONG	MEDIUM LONG	LONG
HARDNESS OF KERNEL STARCH	HARD	MEDIUM SOFT	MEDIUM HARD	HARD	MEDIUM SOFT	MEDIUM HARD	MEDIUM SOFT	MEDIUM SOFT	MEDIUM SOFT	MEDIUM HARD
LENGTH OF HUSK	MEDIUM	MEDIUM	SHORT	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM
SMUT RESISTANCE	GOOD	GOOD	FAIR	GOOD	GOOD	GOOD	GOOD	GOOD	EXCELL'T	GOOD
DROUGHT RESISTANCE	GOOD	GOOD	GOOD	GOOD	GOOD	FAIR	EXCELL'T	EXCELL'T	EXCELL'T	GOOD

PIONEER	340	330	334	333	317	307	300	336	332
STRENGTH OF ROOTS	STRONG	VERY STRONG	STRONG	VERY STRONG	STRONG	STRONG	STRONG	STRONG	STRONG
STIFFNESS OF STALKS	VERY STIFF	VERY STIFF	STIFF	VERY STIFF	VERY STIFF	STIFF	STIFF	STIFF	STIFF
EAR DROPPING RESISTANCE	GOOD	GOOD	GOOD	EXCELL'T	EXCELL'T	EXCELL'T	GOOD	GOOD	GOOD
ADAPTATION TO HAND PICKING	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	GOOD	FAIR	EXCELL'T	EXCELL'T	GOOD
ADAPTATION TO MACHINE PICKING	GOOD	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	GOOD	EXCELL'T	GOOD	EXCELL'T
LENGTH OF SHANK	MEDIUM	SHORT	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM
EARS PER STALK	ONE	ONE	ONE	ONE	ONE	Sometimes TWO	ONE	ONE	ONE
EAR HEIGHT	MEDIUM LOW	LOW	MEDIUM LOW	MEDIUM	MEDIUM	MEDIUM HIGH	MEDIUM HIGH	MEDIUM	HIGH
LENGTH OF EARS	MEDIUM	MEDIUM	MEDIUM LONG	MEDIUM	MEDIUM LONG	MEDIUM LONG	MEDIUM	LONG	MEDIUM
HARDNESS OF KERNEL STARCH	MEDIUM SOFT	SOFT	MEDIUM SOFT	MEDIUM	MEDIUM	MEDIUM HARD	MEDIUM SOFT	MEDIUM	MEDIUM SOFT
LENGTH OF HUSK	LONG	LONG	LONG	MEDIUM	LONG	MEDIUM	LONG	LONG	LONG
SMUT RESISTANCE	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	GOOD	EXCELL'T	GOOD	GOOD
DROUGHT RESISTANCE	GOOD	GOOD	EXCELL'T	GOOD	GOOD	EXCELL'T	EXCELL'T	GOOD	GOOD

PIONEER *Replanting Agreement*

. . . . and what makes it possible

● Pioneer's superior corn breeding and careful processing makes possible the Pioneer Replanting Agreement. Pioneer seed is bred and processed to germinate strongly and give you good stands. Therefore, if you must disc up and replant your Pioneer corn, we will furnish you free seed with which to replant.

Pioneer Replanting Agreement For 1942

Crops depend on so many conditions beyond our control that we give no warranty on our seed or on the crop it will produce, but if, because of cutworms, floods or any other reason, the stand of Pioneer corn is so poor that the customer discs it up and replants to corn, we will furnish him, free of charge, enough Pioneer seed for such replanting. All the customer needs to do is to notify in writing the Company or its sales representative through whom the seed was purchased in time to permit inspection of the field before it is disced up.

QUALITY HYBRID SEED CORN

If we have no seed of suitable maturity available for replanting, we reserve the right to furnish an equal amount of Pioneer seed free for planting the following year.

PIONEER HI-BRED CORN COMPANY
Des Moines, Iowa

★SUPERIOR CORN BREEDING ★CAREFUL PROCESSING

FIVE PIONEER BREEDING STATIONS

- ALGONA, IOWA
- JOHNSTON, IOWA
- LAKE VILLA, ILLINOIS
- PRINCETON, ILLINOIS
- SHELBYVILLE, INDIANA

EIGHT PIONEER PROCESSING PLANTS

- ALGONA, IOWA
- JOHNSTON, IOWA
- REINBECK, IOWA
- MARENGO, IOWA
- DURANT, IOWA
- MARSHALLTOWN, IOWA
- DOWNEY, IOWA
- WEVER, IOWA

PIONEER HI-BRED CORN CO.

Des Moines -- Iowa